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Research Article

Determinant Analysis of Secondhand Clothing Traders' Income at Pasar Senggol Batubulan, Gianyar Regency

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Abstract: The trade of secondhand clothing at Pasar Senggol Batubulan, Gianyar Regency, has become a rapidly growing economic activity and an alternative source of income, particularly amidst limited formal employment opportunities. However, the income of secondhand clothing traders tends to fluctuate and is influenced by several internal business factors. This study aims to analyze the influence of price, business capital, working hours, and product quality on the income of secondhand clothing traders. An associative quantitative approach was used, involving 61 traders selected through a saturated sampling technique. The data analysis method applied is multiple linear regression. The findings reveal that price, capital, working hours, and product quality simultaneously have a significant effect on traders' income. Partially, all four variables also show a significant influence. Product quality is the most dominant factor affecting income, followed by capital, working hours, and price. Adequate capital enables traders to increase stock and improve product quality. Longer working hours provide greater opportunities to serve consumers, while competitive pricing boosts sales capacity. These findings underscore the importance of managing internal business factors to enhance income and contribute to the economic empowerment of communities in the informal sector.

Keywords: Income, Price, Business Capital, Working Hours, Product Quality

1. INTRODUCTION.

The increasing diversity and rise in public needs have made it difficult for individuals to distinguish between primary, secondary, and tertiary needs. Clothing is one of the primary needs—it is essential not only for covering and protecting the body from unfavorable weather but also as a personal identity reflecting the owner's personality

The rapid change in fashion trends, driven by the clothing industry, has led to the fast fashion phenomenon—mass production of apparel to quickly meet market demands. Fast fashion has grown rapidly due to its ability to match consumers' lifestyles at affordable prices. However, one consequence of this trend is the accumulation of used clothing by consumers and unsold inventory in the fast fashion industry.

In this study, "secondhand clothing" refers to garments that have been previously used and resold, or unsold stock that has been stored for years and eventually released to the market. Many people buy secondhand clothes because of their good quality and low prices. Everyone wants to look stylish and fashionable, and secondhand clothing offers an affordable way to do that. As such, secondhand clothing sales present an opportunity for informal trade, especially for those looking for alternative sources of income.

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However, trading secondhand clothes is not fully allowed under Indonesian law. Law No. 7 of 2014 on Trade and Law No. 8 of 1999 on Consumer Protection prohibit the sale of used or defective goods without full disclosure. Thus, the import and sale of secondhand clothing, particularly imported goods, is clearly banned.

According to Deputy Minister of Trade Jerry Sambuaga (Suara.com, February 29, 2024), selling secondhand clothing is permitted as long as it is not imported. The prohibition focuses on the importation of secondhand clothes, not the act of selling them, provided they meet certain conditions such as proper labeling and hygiene.

Therefore, sellers must understand the nature and condition of the clothes they offer, ensuring compliance with regulations and protecting consumer interests. Despite the ban, secondhand clothing remains widely sold across Indonesia—both imported and domestic—serving as a vital means of livelihood for many.

In Bali, particularly, trade is one of the leading economic sectors. Trading businesses continue to grow significantly (Setiyana & Maulidasari, 2020). However, informal trade often lacks policy attention and is linked to job insecurity, limited social protection, tax evasion, and poor government support. Nonetheless, it remains a dynamic industry that drives employment growth (Town, 2023).

Secondhand clothing trade contributes to employment generation, potentially reducing unemployment in Bali. Based on BPS data, the number of unemployed in Bali declined from 131,469 in 2022 to 72,421 in 2023, and 48,676 in 2024. Many unemployed individuals have turned to selling secondhand clothing to earn a living.

Secondhand clothes offer economic opportunities through unique, rare pieces that resonate with current youth fashion trends. Some items even command high prices due to their rarity and uniqueness. Beyond reducing unemployment, secondhand traders also empower local communities by opening stalls in local markets.

Nevertheless, there are downsides. Secondhand clothing undermines the domestic textile industry. According to Redma Gita Wiraswasta of APSYFI, in 2022 alone, secondhand clothing eroded 432,000 tons of domestic product consumption—equivalent to 22.73% of total clothing consumption (Bisnis Indonesia, March 16, 2023). This has made domestic textile products less competitive, affecting small and medium enterprises.

Secondhand clothing also reduces regional income, as such goods do not generate taxes or customs duties (Republika.co.id, March 13, 2023). Although the Ministry of Trade has banned secondhand imports, enforcement remains difficult—even in Gianyar Regency, particularly at Pasar Senggol Batubulan.

Pasar Senggol Batubulan is a well-known night market selling secondhand jackets, shirts, pants, and more. It also features food stalls and children's rides, attracting both locals and visitors from outside Gianyar. With around 200 vendors, it has become the central hub for secondhand clothing in the region.

Compared to other locations such as Marlboro in Denpasar or Pasar Kodok in Tabanan, Pasar Senggol Batubulan has a broader reach. Daily visitor numbers average between 2,000 and 3,000, peaking between 4:00 PM and 11:00 PM WITA (NusaBali.com, 2024). The popularity of this market is also evident from its busy

parking areas and recognition as one of Bali's top six secondhand shopping destinations (Kumparan.com, 2023).

According to a trader at the market, secondhand clothing sales range from 20–50 items per day, generating daily income of IDR 100,000–500,000. The purchasing decision process involves various consumer considerations, such as need recognition, information search, alternative evaluation, and product selection (Kotler & Keller, 2019).

Understanding the determinants of trade performance is essential for business sustainability and growth (Chu et al., 2019). Secondhand clothing sales are volatile, influenced by factors such as price, fashion trends, consumer demand, and competition. Inconsistent product quality and repair costs can also reduce profit margins (Hadisaputra, 2021).

Factors Influencing Traders' Income: Price: A critical factor in purchasing decisions. Affordable pricing, paired with good quality, makes secondhand clothes a viable alternative to new garments. Business Capital: According to Sari Juliasty, capital is essential for starting and sustaining a business. Limited capital restricts inventory expansion. Research shows that greater capital leads to higher income (Pribadiansya, 2021; Prihatminingtyas, 2019). Working Hours: Longer hours increase chances to serve more customers. Consumers also benefit from greater accessibility (Suprapti, 2018; Nursyamsu, 2020). Product Quality: Consumers seek well-maintained, branded, or high-quality materials. Superior quality builds customer loyalty and enhances traders' reputations (Kotler & Keller, 2019).

Despite the government ban, secondhand clothing continues to thrive due to high consumer demand, especially among youth. The rise in secondhand clothing sales poses a threat to the sustainability of the local textile industry.

Given the scale of secondhand clothing imports and their economic impact on traders and consumers alike, this study is titled: "Determinant Analysis of Secondhand Clothing Traders' Income at Pasar Senggol Batubulan, Gianyar Regency."

2. METHOD

This study employs a quantitative approach with an associative design to analyze the influence of price, business capital, working hours, and product quality on the income of secondhand clothing traders at Pasar Senggol Batubulan, Gianyar. This location was selected because it is one of the most popular thrifting centers in Bali, characterized by high economic activity. The research involved the entire population of 61 traders, using a saturated sampling technique. The dependent variable in this study is traders' income, while the independent variables include price, business capital, working hours, and product quality, each operationally defined using relevant measurement units (Sugiyono, 2018; Kumparan, 2023).

The data used consist of primary data collected through structured interviews and questionnaires distributed to the traders, as well as secondary data obtained from official publications such as those from Statistics Indonesia (BPS) and scholarly journals. Data collection was carried out using non-behavioral observation methods and structured interviews with traders. The research instruments were tested for validity and reliability to ensure the accuracy of the data and its suitability for statistical

analysis. Quantitative data were used to measure income and the influencing factors, while qualitative data served as descriptive contextual support (Sugiyono, 2019; Rosyidah, 2021).

The data analysis technique used is multiple linear regression to examine the relationships among variables. Classical assumption tests—including normality, multicollinearity, and heteroscedasticity—were conducted to ensure the statistical validity of the model. Subsequently, an F-test was conducted to assess the simultaneous influence of the variables, and a t-test was used to determine their partial effects. The tests measured the extent to which each factor affects traders' income, with a 5% significance level as the basis for decision-making (Ghozali, 2018; Suyana, 2016).

3. RESULTS AND DISCUSSION

Descriptive Statistical Analysis Results

Table 1. Descriptive Analysis Results

Information	N	Minimum	Maximum	Mean	Standard Deviation
Price (X1)	61	25000.00	145000.00	57606.5574	26554.52170
Business Capital (X2)	61	400000.00	4500000.00	1492377.0492	822669.23616
Working Hours (X3)	61	28.00	49.00	38.6721	4.88440
Product Quality (D)	61	.00	1.00	.7541	.43419
Income (Y)	61	500000.00	5000000.00	1694655.7377	928980.42472
Valid N (listwise)	61				

Source: Processed primary data, 2025

Based on the results of the descriptive statistical test in Table 1, it is explained that the number of N is 61. This means that there are 61 respondents studied. The results of the descriptive statistical test show that:

Variable X1, namely price, has a minimum value of Rp. 25,000 and a maximum value of Rp. 145,000, with an average value of Rp. 57,606,5574 and a standard deviation of Rp. 26,554,52170. The average value obtained is greater than the standard value, so it is concluded that the average of all price variable data is able to describe all data well.

Variable X2, namely business capital, has a minimum value of Rp. 400,000 and a maximum value of Rp. 4,500,000, with an average value of Rp. 1,492,377.0492 and a standard deviation of Rp. 822,669.23616. The average value obtained is greater than the standard value, so it is concluded that the average of all business capital variable data is able to describe all data well.

Variable X3, namely working hours, has a minimum value of 28 hours and a maximum value of 49 hours with an average value of 38.6721 hours and a standard deviation of 4.88440. The average value obtained is greater than the standard value, so it is concluded that the average of all working hours variable data is able to describe all data well.

Variable D, namely product quality, has a minimum value of 0 and a maximum value of 1 with an average value of 0.7541 and a standard deviation of 0.43419. The

average value obtained is greater than the standard value, so it is concluded that the average of all product quality variable data is able to describe all data well.

Variable Y, namely income, has a minimum value of Rp. 500,000 and a maximum value of Rp. 5,000,000 with an average value of Rp. 1,694,655.7377 and a standard deviation of Rp. 928,980.42472. The average value obtained is greater than the standard value, so it is concluded that the average of all income variable data is able to describe all data well.

Results of Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

	Unstandardized Coefficients		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	12,290	.340		36,195	.000
Price (X1)	5.651E-6	.000	.267	2,241	.029
Capital (X2)	1.739E-7	.000	.255	2,219	.031
Working Hours (X3)	.025	.009	.219	2,733	.008
Product Quality (D)	.463	.112	.358	4.137	.000

Source: Processed primary data, 2025

From the results of the multiple linear regression analysis shown in Table 2 above, it can be stated that the regression equation in this study can be seen as follows.

$$\widehat{Y} = 12.290 + 0.056X1 + 0.173X2 + 0.025X3 + 0.463D$$

The coefficients of the multiple linear regression equation above can be interpreted as follows.

1) The constant (α) has a coefficient of 12,290, indicating a positive effect. This positive value indicates a unidirectional influence between the independent and dependent variables. This indicates that if the independent variables—price, business capital, working hours, and product quality—were zero, or unchanged, the trader's income would increase by 12,290 rupiah.
2) The regression coefficient value of Price (X1) has a coefficient of 0.056, which means that Price (X1) has a positive influence on Income (Y). This means that if Price (X1) increases by IDR 10,000, Income (Y) will increase by 5.6 percent. A positive sign can indicate a unidirectional influence between the independent variable and the dependent variable.
3) The regression coefficient value of Capital (X2) has a coefficient of 0.173, which means that Capital (X2) has a positive influence on Income (Y). This means that if Capital (X2) increases by IDR 1,000,000, Income (Y) increases by 17.3 percent. A positive sign can indicate a unidirectional influence between the independent variable and the dependent variable.
4) The regression coefficient value of Working Hours (X3) has a coefficient of 0.025, which means that Working Hours (X3) has a positive influence on Income (Y). This means that if Working Hours (X3) increases by 1 hour, Income (Y) increases by 2.5 percent. A positive sign can indicate a unidirectional influence between the independent variable and the dependent variable.
5) The regression coefficient value of Product Quality (D) has a coefficient of 0.463. This shows that traders with good product quality such as new have higher gross income than traders with defective product quality. This means that if the product quality is good like new {D=1}, then the trader's gross income will be 46.3 percent greater than the income of traders whose product

quality has defects {D=0}. A positive sign can indicate a unidirectional influence between the independent variable and the dependent variable.

Classical Assumption Test Results

1) Normality Test

Table 3. Normality Test Results

	Unstandardized Residual
N	61
Test Statistics	.080
Asymp. Sig. (2-tailed)	.200c,d

Source: Processed primary data, 2025

Table 3 above shows that the model is normally distributed. This is indicated by the Kolmogorov-Smirnov statistical value of 0.080 with an Asymp.Sig level (2-tailed) of 0.200, it can be concluded that the regression equation model has a normal distribution. This can be concluded because the Asymp.Sig value is greater than α = 0.05, which is a commonly used significance limit. Based on these data, it indicates that the regression model in this study is suitable for further analysis.

2) Multicollinearity Test

Table 4. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Price (X1)	.398	2,514	Multicol Free
Capital (X2)	.428	2,335	Multicol Free
Working Hours (X3)	.883	1,132	Multicol Free
Product Quality (D)	.756	1,323	Multicol Free

Source: Processed primary data, 2025

Based on Table 4 above, it can be seen that the tolerance value for each is greater than 0.1 or 10 percent, the same as the VIF value for each variable is not more than 10. This shows that in the multiple linear regression equation with the dependent variable of income, there is no correlation between the independent variables so that this equation is free from symptoms of multicollinearity.

3) Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Variables	Significance	Information
Price (X1)	.088	Free of Heteroscedasticity
Business Capital (X2)	.996	Free of Heteroscedasticity
Working Hours (X3)	.082	Free of Heteroscedasticity
Product Quality (D)	.051	Free of Heteroscedasticity

Source: Processed primary data, 2025

Based on Table 5 above, it can be seen that the price variable (X1), business capital variable (X2), working hours variable (X3), and product quality variable (D) have a Sig value of more than or > 0.05, which means there is no influence between the independent variables on the absolute residual. Thus, it can be said that the model equation does not show symptoms of heteroscedasticity.

Results of Simultaneous Regression Coefficient Significance Test (F Test)

Table 6. Results of Simultaneous Regression Coefficient Significance Test (F Test)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	12,929	4	3,232	30,249	.000b
Residual	5,984	56	.107		
Total	18,913	60			

Source: Processed primary data, 2025

Based on Table 6, the results of the data that have been processed with the help of SPSS 26.0 software, the results of the analysis show that the F count is 30,249. Meanwhile, the F table value at a significance level of 0.05 or 5 percent is determined through the formula F table = F{(k-1)(nk-1)}, F table means 0.05, 4, 55 = 2,539, so F table is 2.539. The results of the F test analysis obtained an F count value of 30,249 and an F table of 2,539. This explains that F count = 30,249> F table = 2,539, so H0 is rejected. Based on Table 4.15, it can be seen that it has a Sig. value of 0.000 <0.05. Therefore, it can be concluded that the variables price (X1), business capital (X2), working hours (X3) and product quality (D) simultaneously influence the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency by 66.1 percent, while the remaining 33.9 percent is influenced by other variables that are not included in this variable.

Results of Partial Regression Coefficient Significance Test (T-Test)

Table 7. Results of Partial Regression Coefficient Significance Test (T-Test)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12,290	.340		36,195	.000
Price (X1)	5.651E-6	.000	.267	2,242	.029
Capital (X2)	1.739E-7	.000	.255	2,219	.031
Working Hours (X3)	.025	.009	.219	2,733	.008
Product Quality (D)	.463	.112	.358	4.137	.000

Source: Processed primary data, 2025

Based on Table 7, the results of the data that have been processed with the help of SPSS 26.0 software, the analysis results show the T count for each variable.

a) The Influence of Price on Trader Income

Based on Table 7, the price variable has a Tcount of 2.242. If the Ttable value for t{α, (nk-1)} = t{0.05 (55)} = 1.67303 is known, then the Ttable is 1.673. The results of the T-test analysis obtained a Tcount value of 2.242 and a Ttable of 1.673. This explains that Tcount = 2.242>Ttable = 1.673, so H1 is accepted. Therefore, it can be concluded that the price variable (X1) partially influences Income (Y).

Based on the Sig value, the price variable (X1) has a Sig value of 0.029 < 0.05. Based on these results, it can be concluded that the hypothesis test accepts H1 that the price variable (X1) has a positive and significant effect on the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency.

b) The Effect of Business Capital on Income

Based on Table 7, the price variable has a Tcount of 2.219. If the Ttable value for t{α, (nk-1)} = t{0.05 (55)} = 1.67303 is known, then the Ttable is 1.673. The results of the T-test analysis obtained a Tcount value of 2.219 and a Ttable of 1.673. This explains that Tcount = 2.219>Ttable = 1.673, so H2 is accepted. Therefore, it can be concluded that the business capital variable (X2) partially influences Income (Y).

Based on the Sig value, the business capital variable (X2) has a Sig value of 0.031 < 0.05. Based on these results, it can be concluded that the hypothesis test accepts H2 that the business capital variable (X2) has a positive and significant effect on the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency.

c) The Effect of Working Hours on Income

Based on Table 7, the price variable has a Tcount of 2.733. If the Ttable value for t{α, (nk-1)} = t{0.05 (55)} = 1.67303 is known, then the Ttable is 1.673. The results of the T-test analysis obtained a Tcount value of 2.733 and a Ttable of 1.673. This explains that Tcount = 2.733>Ttable = 1.673, so H3 is accepted. Therefore, it can be concluded that the working hours variable (X3) partially influences Income (Y).

Based on the Sig value, the working hours variable (X3) has a Sig value of 0.008 < 0.05. Based on these results, it can be concluded that the hypothesis test accepts H3 that the working hours variable (X3) has a positive and significant effect on the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency.

d) The Effect of Product Quality on Income

Based on Table 7, the price variable has a Tcount of 4.137. If the Ttable value for t{α, (nk-1)} = t{0.05 (55)} = 1.67303 is known, then the Ttable is 1.673. The results of the T-test analysis obtained a Tcount value of 4.137 and a Ttable of 1.673. This explains that Tcount = 4.137>Ttable = 1.673, so H4 is accepted. Therefore, it can be concluded that the product quality variable (D) partially influences Income (Y).

Based on the Sig value, the product quality variable (D) has a Sig value of 0.000 < 0.05. Based on these results, it can be concluded that the hypothesis test accepts H4 that the product quality variable (D) has a positive and significant effect on the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency.

Discussion of Research Results

The results of this study indicate that factors such as price, business capital, working hours, and product quality significantly influence the income of used clothing traders at Senggol Batubulan Market. Based on the regression results, it shows that product quality has the most dominant influence on the income of used clothing traders. Product quality itself indicates that the better the quality of the used clothing, the greater the income of the used clothing traders received. This is also in line with research by Pipit Muliyah et al. (2022) which found that product quality significantly influences the income of used clothing traders in Padang City. Furthermore, research by Fretes et al. (2023) stated that product quality is also a factor influencing the sale of used clothing. It is said that people prefer used goods because the quality is not much different from new goods.

Furthermore, price also significantly impacts revenue. Competitive prices that align with consumer purchasing power can increase customer numbers and loyalty. This finding is further supported by research by Anthony et al. (2022), which states that everyone enjoys dressing well and stylishly, especially if they can afford it at a low and affordable price.

Business capital also significantly impacts income. The greater the capital, the greater the opportunity for business growth and increased turnover. This aligns with research by Lestari & Widodo (2021), which states that increasing the trading capital required by a business can also increase the variety of needs needed by buyers, which

in turn increases the trader's income. Research by Putu Elyana Andini & Prof. Dr. Nyoman Djinar (2018) indicates that business capital has a positive impact on income.

The final variable is working hours, which significantly impact income. Longer working hours also contribute positively to revenue, as they allow businesses to serve more customers per day. Research by Putu Elyana Andini & Prof. Dr. Nyoman Djinar (2018) found that working hours have a positive and significant impact on merchant income.

4. CONCLUSION

Based on the results of the analysis described in the previous chapter, conclusions can be drawn to answer the problem formulation that has been described as follows:

1. Price, business capital, working hours and product quality simultaneously influence the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency.
2. Price, business capital, working hours and product quality have a partial influence on the income of used clothing traders at Senggol Batubulan Market, Gianyar Regency.

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